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EXTENSION SERVICE  
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# THIS LOOKS GOOD

FARMERS LIKE PRINTED LETTERS

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The old song, "I shot an arrow into the air,

It fell to earth I know not where," does not hold for some of the New Jersey extension folks. They are carrying on a well-planned campaign to control worms and diseases in poultry, which was marked by a series of illustrated printed circular letters. The last of the series sent to each poultry man who signed up for the letters is a questionnaire. This asks which of the recommended practices were followed, what results were obtained, and how well satisfied the poultrymen were with the information, thus giving a fine basis for an accurate report.

L. M. Black, the poultry specialist who prepared the letters, wanted to know also what the farmers thought of the printed letters. So a question was included which asked the cooperator whether he liked the letters he had received in connection with the campaign. C. A. Thompson, county agent in Burlington County, sent us a few of the replies he has received to this question. The following are characteristic:

"The letters were very helpful. I have the best lot of pullets that I have had in five years."

"Yes. Followed feeding directions closely and received them at crisis in disease."

"Yes. Appreciated advice very much. Best lot of pullets in four years in spite of wet season. Pullets well developed, laying well; eggs good size."

"Yes. I think the letters helped to keep us on the job instead of letting the work keep after us."

"Yes. Our percentage of healthy chicks raised was better than ever."

"Letters were very helpful in that good methods were kept in mind."

"Letters were concise and practical."

"Timely suggestions were very helpful."

It must be encouraging to a specialist or a county agent to know from a study of this kind just how the people are receiving the work, to get an accurate report of accomplishment, and to have appreciation of the worth of some aids like circular letters or other means.

Original distribution to all extension workers in Eastern and Central States and to directors and supervisors of county agricultural agents in other States.

